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November 2, 2007

**VIA ELECTRONIC SUBMISSION**

Ms. Marlene Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, D.C. 20554

**Re: Ex Parte Presentation: CS Docket No. 97-80; PP Docket No. 00-67,**  
**Commercial Availability of Navigation Devices**

Dear Ms. Dortch:

Yesterday, Hank Hultquist, Christopher Heimann, and James Smith, on behalf of AT&T Services, Inc. (AT&T), met with Michelle Carey of Chairman Martin's office to discuss AT&T's position on various issues consistent with its comments filed in the above referenced proceeding. The attachment hereto was used in the course of the discussion.

In accordance with section 1.1206 of the Commission's rules, I am filing this notice electronically and request that you please place it in the record of the noted proceeding. If you have any questions, please do not hesitate to contact me at (202)457-3010.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "James K. Smith", written in a cursive style.

James K. Smith

Attachment

Cc: Michelle Carey



at&t

# AT&T Plug and Play Vision

November 1, 2007

# AT&T's Vision for IPTV Device Interoperability

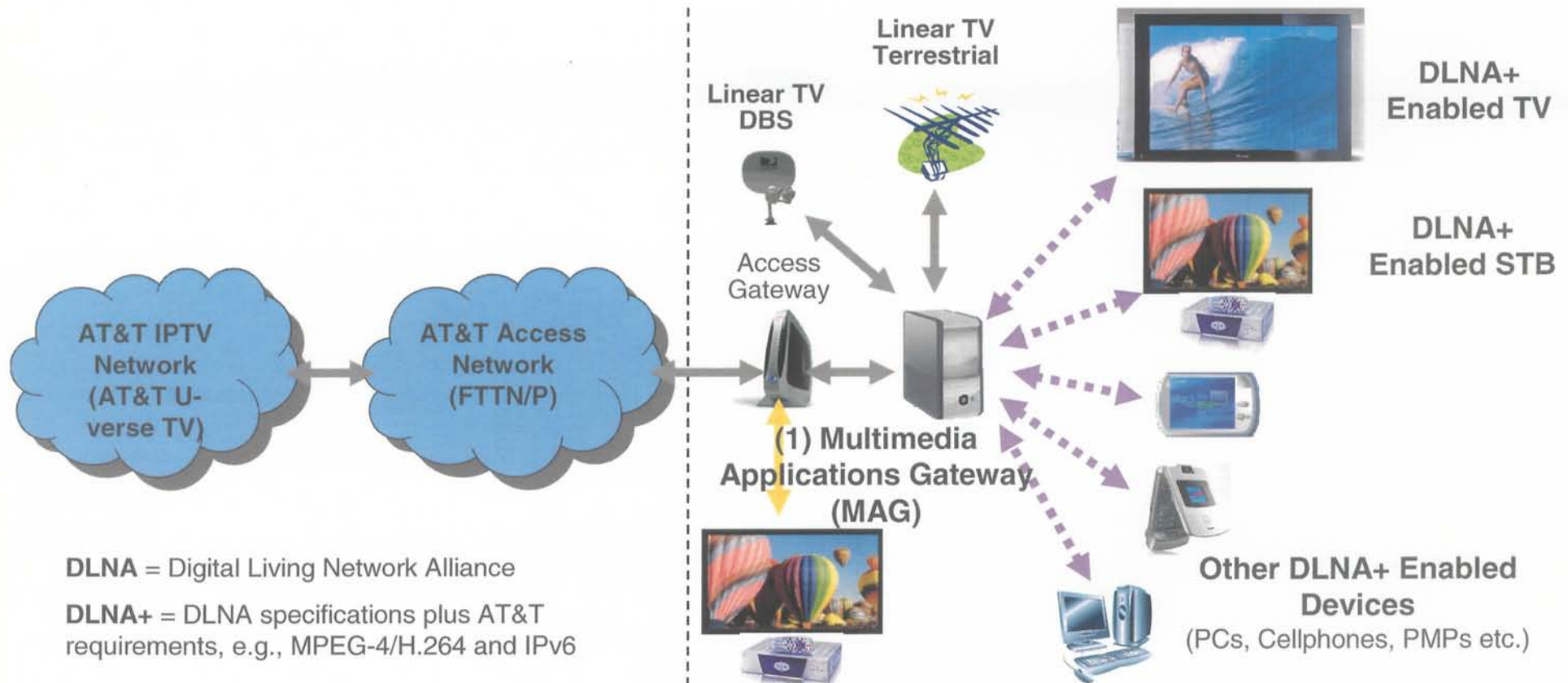
- An ecosystem in which AT&T can differentiate its service over a robust selection of CE devices.
- No interest in becoming the exclusive provider of equipment for IPTV.
- Extensible services enable distribution of content across "Three-Screens" (TV, PC and cell phones as well as other devices), exploiting the integration that is inherent to IPTV.
- See two paths to enable device interoperability:
  - Home Networking Gateway that could output video services (e.g., IPTV, over the air, and satellite) using a set of common home networking standards (e.g., Digital Living Networking Alliance - "DLNA").
  - Microsoft's OEM Adaptation Kit which would allow third parties to build IPTV STBs or TV receivers that integrate the functionality of an IPTV STB, and would work with any Microsoft-based IPTV network

# Background

- AT&T has been working with the CE industry since 2005 to create a retail market for STBs attaching to IPTV based video services.
- In early 2006 AT&T, Verizon and Bellsouth reached agreement on a set of five common principles that should govern device interoperability with IPTV based services: (1) Nationwide Compatibility, (2) Open Standards, (3) Reasonable Licensing Terms, (4) Reasonable Testing & Certification Procedures and (5) Reasonable Terms of Service.
- Following agreement on the principles CEA initiated the IPTV Oversight and Coordination Committee ("OCC") co-chaired by Hitachi and AT&T with the objective to ensure that standards were developed for interoperability between CE devices and IPTV services.
  - Included participation from wide spectrum of companies including cable, satellite, telephone operators, CE companies, content providers and the recording industry.
  - Established formal liaison relationship with various standards bodies including ATIS, DLNA, DSL Forum, DVB, HANA, ITU and others looking at different aspects of IPTV.
- IPTV/OCC culminated in a set of use cases that would enable CE manufacturers to build devices that interoperate, for example, with AT&T's service.
  - Primary use case was "Watch TV" which mirrors AT&T's home networking vision.



# AT&T's "Vision" -- An Ecosystem of Devices



**DLNA** = Digital Living Network Alliance

**DLNA+** = DLNA specifications plus AT&T requirements, e.g., MPEG-4/H.264 and IPv6

Note: Both the home networking gateway and OAK are concepts at this time however this slide reflects AT&T's long-term vision for how an ecosystem of devices could be enabled attaching to its service portfolio.



Proprietary Network Protocols  
DLNA+ Standard Protocols (MPEG4 and IPv6)  
Physical Distribution to STB via coax/twisted pair

# Ecosystem Will Evolve Best without Regulatory Mandates

- Market may eventually produce an “all MVPD” solution, but not in the immediate future.
- AT&T's preferred home networking approach may have potential to lead to an “all-MVPD” solution if also adopted by other service providers.
- OCAP and DCR+ interfaces are not applicable to IPTV systems.
- ATIS IPTV Separable Security Incubator work largely focused on Verizon's IP/QAM-based design and so far is not transferable to pure IPTV solutions.
- No conceivable policy justification for imposing requirements on IPTV.